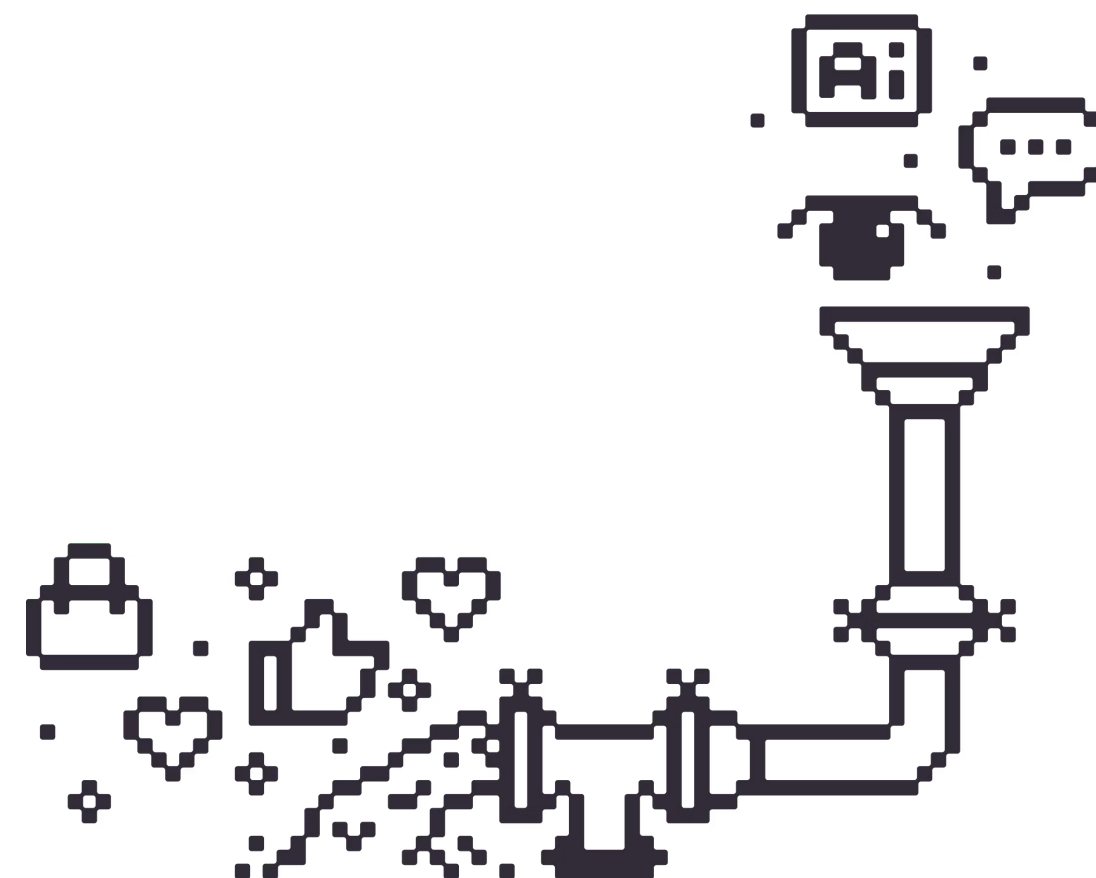




Release 2.26

22.04.2025.

- **NEW** - Enabled new placement for content publishing
 - IG (Reels) + Cover photo
- **UPDATE** - madSocial Paid Campaigns updates
 - Introducing new statuses for the Paid campaigns
 - Upgrading connections between Meta and madSocial
 - Update Post Cards and Tables view with Metrics
- **UPDATE** - Platform UX/UI improvements
 - Upgrading Heat Map to support Europe
 - Instagram Handle Validation in Competitor Analysis
 - Various UX and UI improvements



ENABLED NEW PLACEMENT FOR CONTENT PUBLISHING - IG (REELS) + COVER PHOTO

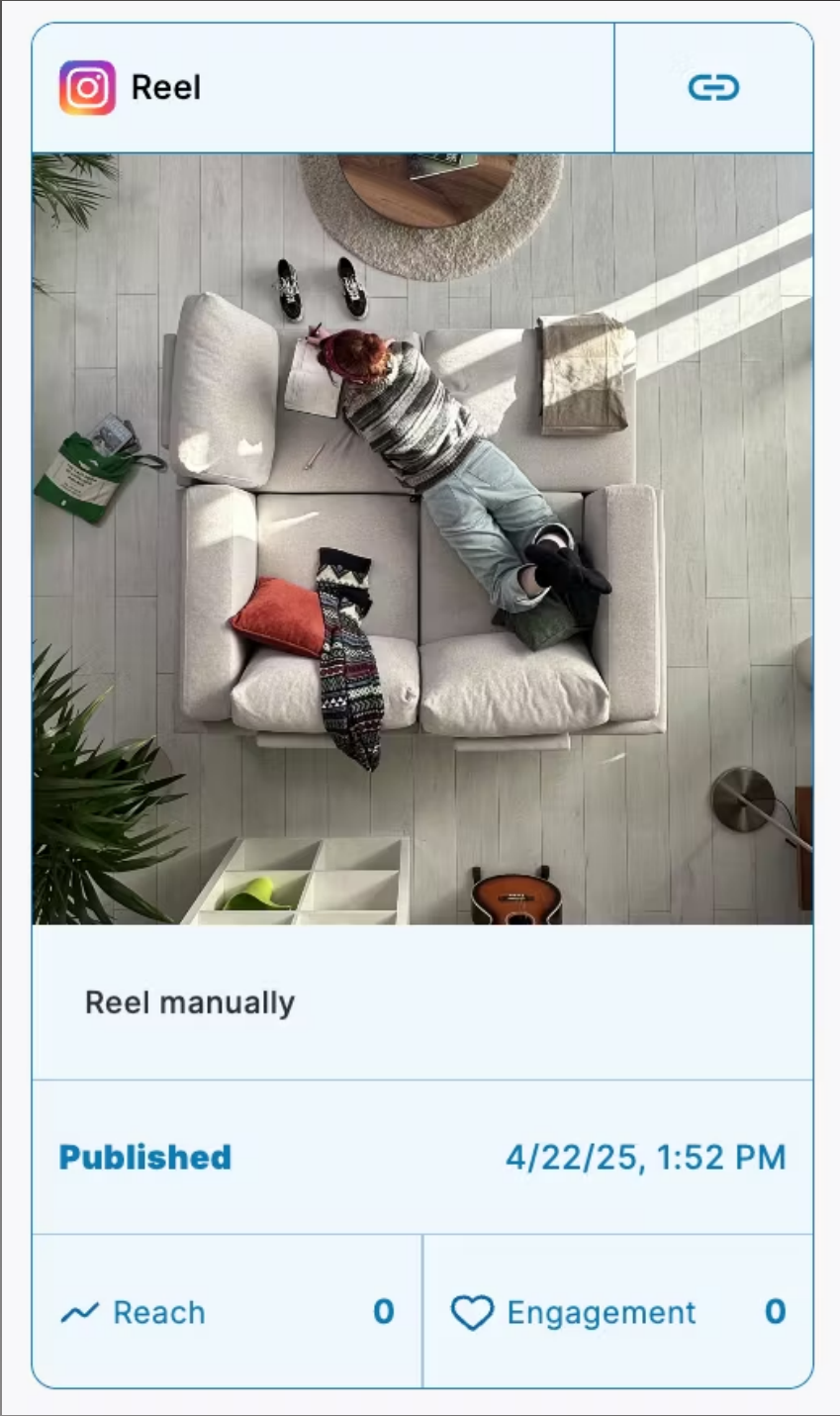
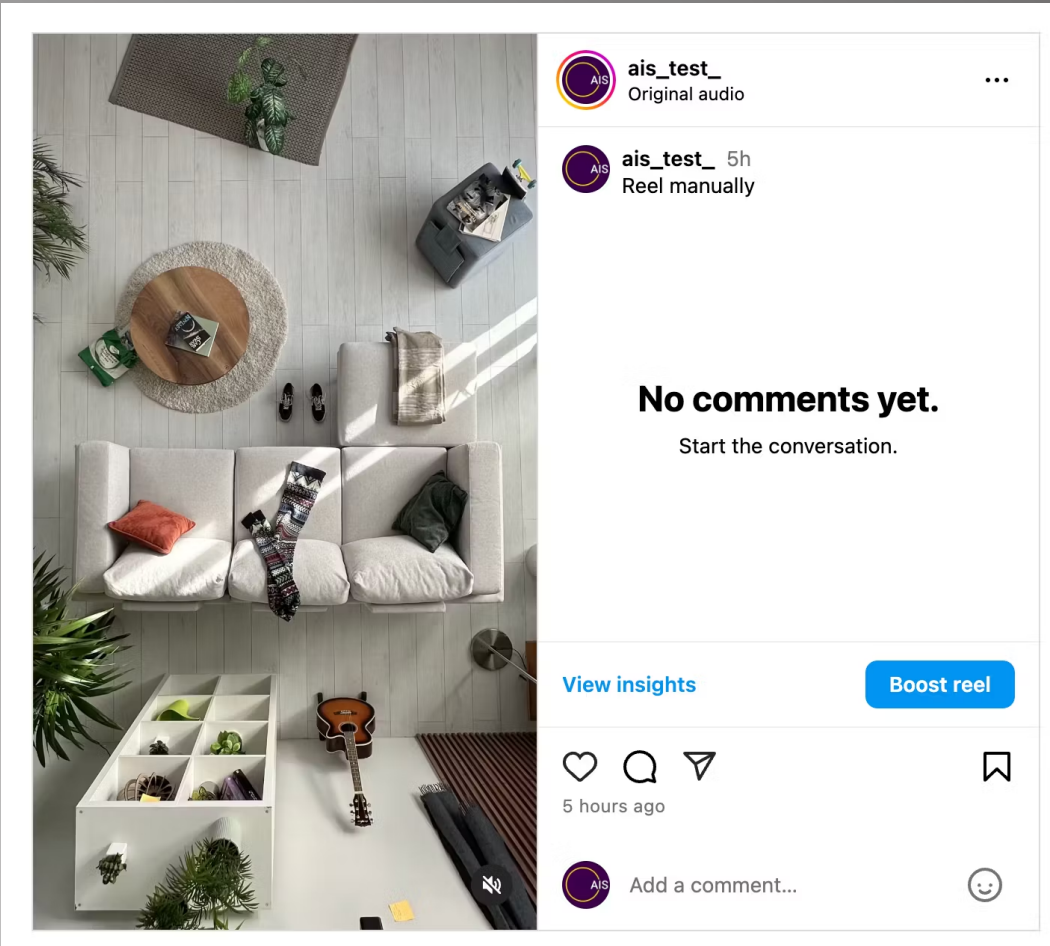
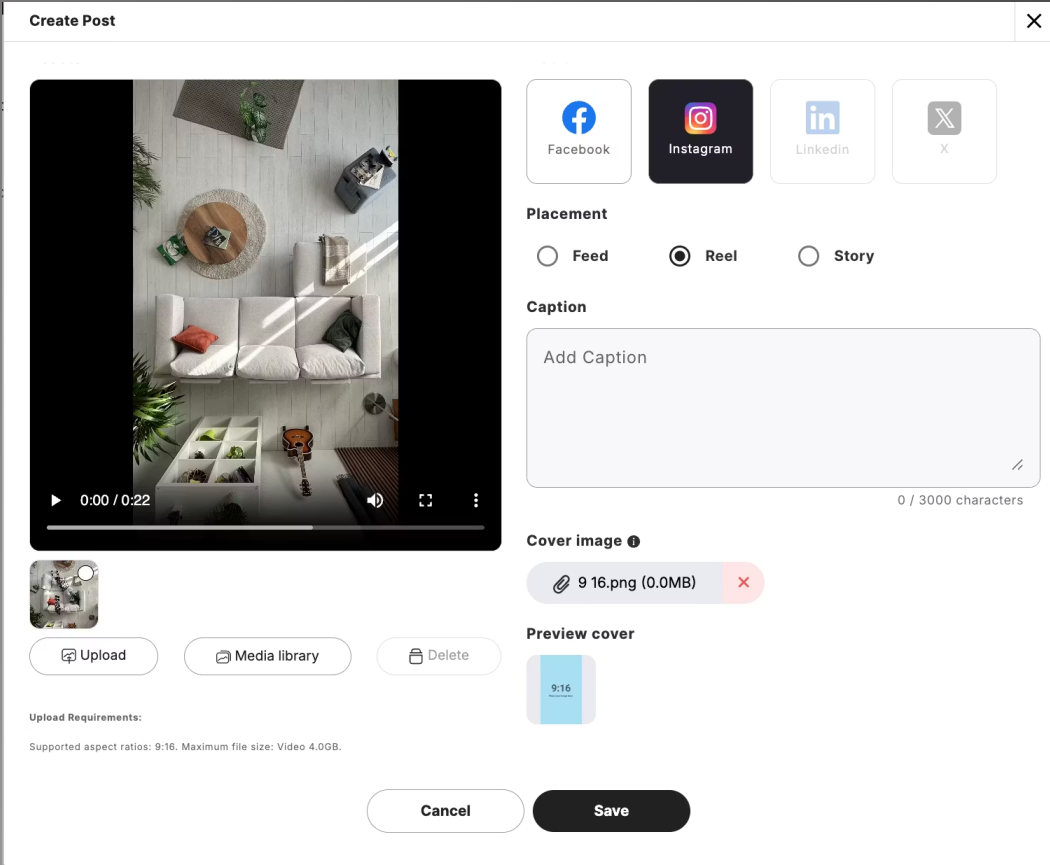
What we did:

Redesigned and refactored the Post Create/Edit dialog into a unified component for both desktop and laptop views.

Key Updates:

- Merged separate Create and Edit dialogs into one reusable, consistent component across post workflows.
- Platform- and placement-specific previews (e.g., 9:16 for Story/Reel)
 - **IG Story:** Single video, 9:16, 60s max, 650MB
 - **IG/FB Feed:** Up to 20 assets (IG), 10 assets (FB), mixed media, 1:1 and 4:5 aspect ratios
 - **IG Reel:** Single video + optional cover image upload
- Updated layout for platform and placement selection
- Fixed-size caption input with scroll
- “Upload Requirements” placeholder text for guidance
- Asset reorder functionality with drag indicators and selection checkboxes
- Edit dialog mirrors Create dialog with pre-populated fields when entered via Generated Variations screen

Try Pitch



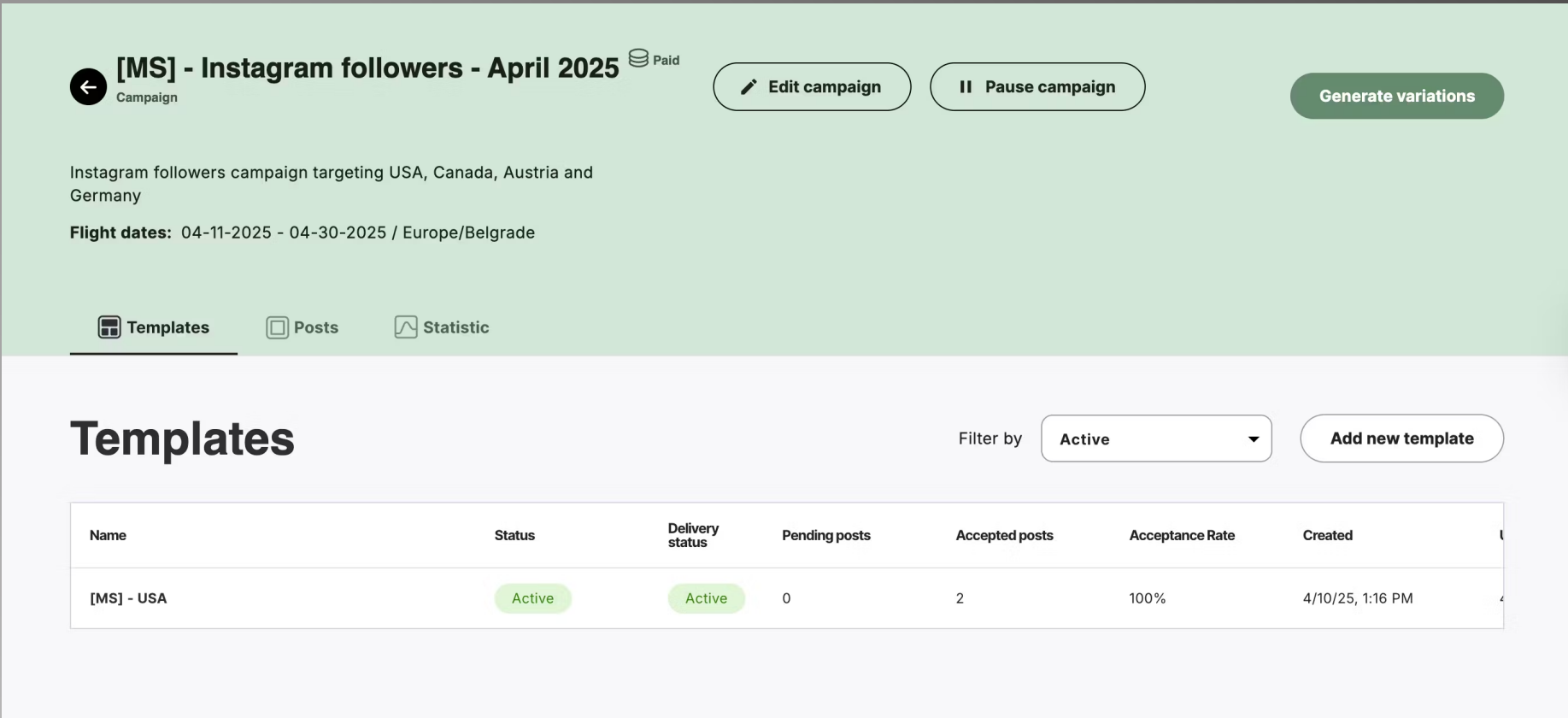
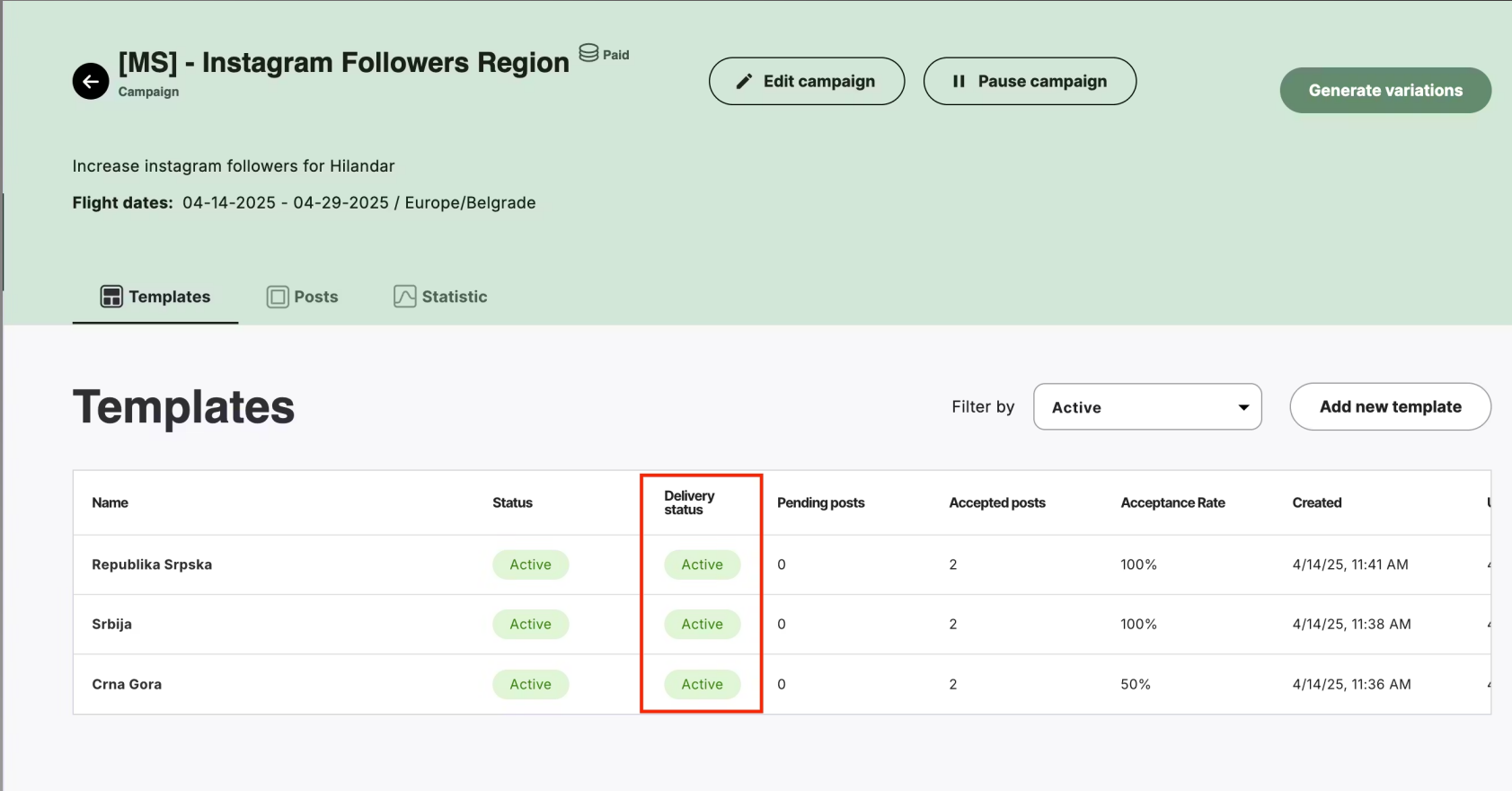
INTRODUCING NEW STATUSES FOR THE PAID CAMPAIGNS

What we did:

Refined the logic for status handling across paid campaigns, ad sets, and ads to ensure accurate representation of their delivery state.

Key Updates:

- Corrected issue where campaigns were incorrectly shown as "Active" after completion.
- Introduced proper delivery status tracking for campaigns, ad sets, and ads.
- Integrated Meta API, where available to fetch real-time delivery statuses; fallback logic added to infer status when API data is unavailable.
- Ensures users have a clear and accurate view of each entity's current state.
- Resolved reported issues regarding the accuracy of statuses in ongoing campaigns.



UPGRADING CONNECTIONS BETWEEN META AND MADSOCIAL

What we did:

Introduced a synchronization mechanism that ensures bidirectional consistency between Meta and madSense for campaign and ad set data.

Key Update:

- Changes made directly in Meta Ad Manager (e.g., budget, targeting, status) are now automatically synced and reflected on the madSense platform.
- Ensures that all campaign and ad set information stays current regardless of where the changes are made.

This update improves data integrity and simplifies campaign management across platforms.

Ad sets

WhiteCity Soft (38019818...

Updated 35 minutes ago

Discard drafts

Review and publish (11)

All ads

Active ads

Had delivery

See more

Search by name, ID or metrics

Campaigns

Ad sets

Ads for 1 Ad set

This month: Apr 1, 2025 – Apr 22, 2025

Create

Duplicate

Edit

A/B test

More

Columns: Performance and clicks

Breakdown

Charts

Off / On	Ad set	Delivery	Attribution setting	Results	Reach	Views	Frequency	Cost per result
<input checked="" type="checkbox"/>	April RC 26 Testing Paid AW IG MUPDT	Scheduled	7-day click or ...	Reach				Per 1,000 People Rea...
<input type="checkbox"/>	April RC 26 Testing Paid AW FB	Scheduled	7-day click or ...	Reach				Per 1,000 People Rea...
Results from 2 ad sets			7-day click or ...	Reach	Accounts Center acc...	Total	Per Accounts Center ...	Per 1,000 People Rea...

April RC 26 Testing Paid AW MUPDT

Paid

Edit campaign

Pause campaign

Generate variations

April RC 26 Testing Paid AW

Flight dates: 04-22-2025 - 04-30-2025 / Europe/Belgrade

Templates

Posts

Statistic

Templates

Filter by Active

Add new template

Name	Status	Delivery status	Pending posts	Accepted posts	Acceptance Rate	Created
April RC 26 Testing Paid AW IG MUPDT	Active	Processing	0	1	0%	4/22/25, 2:05 PM
April RC 26 Testing Paid AW FB	Active	Scheduled	0	1	0%	4/22/25, 2:04 PM

PAID POST CARD METRICS DISPLAY

What we did:

Enhanced visibility of paid post performance by adding key metrics directly to single post cards.

Key Updates:

- Displayed the following metrics on paid post cards:
 - Reach
 - Impressions
 - Spend
 - CPM (Cost Per Mille)
- Updated UI based on approved design reference to ensure clarity and visual alignment.
- Developed per new design
- Metrics are dynamically sourced and accurately reflect post-level performance.

Facebook

Campaign Off

DEWALT

100 YEARS

ROĐENDANSKA EXTRA AKCIJA

35% OFF

UZ DEWALT SET

GRATIS

MIXAL

🎉 Proslavite 100 godina sa DeWALT-om! Specijalni DeWALT setovi alata povodom velikog jubileja – 100 godina inovacija i kvaliteta! 🛠️📦 Kupite bilo koji set iz naše 100 years Limited Edition kolekcije i dobijate DeWALT majicu za 100 godina potpuno besplatno! 🇺🇦📦✅ DeWALT 100 godina Limited Edition majica (veličina L,... [Read More](#)

Veliki popusti i pokloni 📦

Shop Now

Active

10/22/24, 12:33 PM

👤 Reach

1,867

👁️ Impressions

7,601

💰 Spent

\$0.00

📈 CPM

\$2.34

Instagram

Active

827 година непрекинуте српске православне духовности.

Свети Сава у „Хиландарском типику”: „Ни једно место на земљи се са овим не може упоредити”.

instagram.com/hilandar_org

Learn More

Active

04/15/25, 11:14 AM

👤 Reach

4,514

👁️ Impressions

7,278

💰 Spent

\$0.00

📈 CPM

\$1.04

Instagram

Active

827 година непрекинуте српске православне духовности.

Свети Сава у „Хиландарском типику”: „Ни једно место на земљи се са овим не може упоредити”.

Свети манастир Хиландар

Subscribe

Active

04/10/25, 2:32 PM

👤 Reach

2,601

👁️ Impressions

3,779

💰 Spent

\$0.00

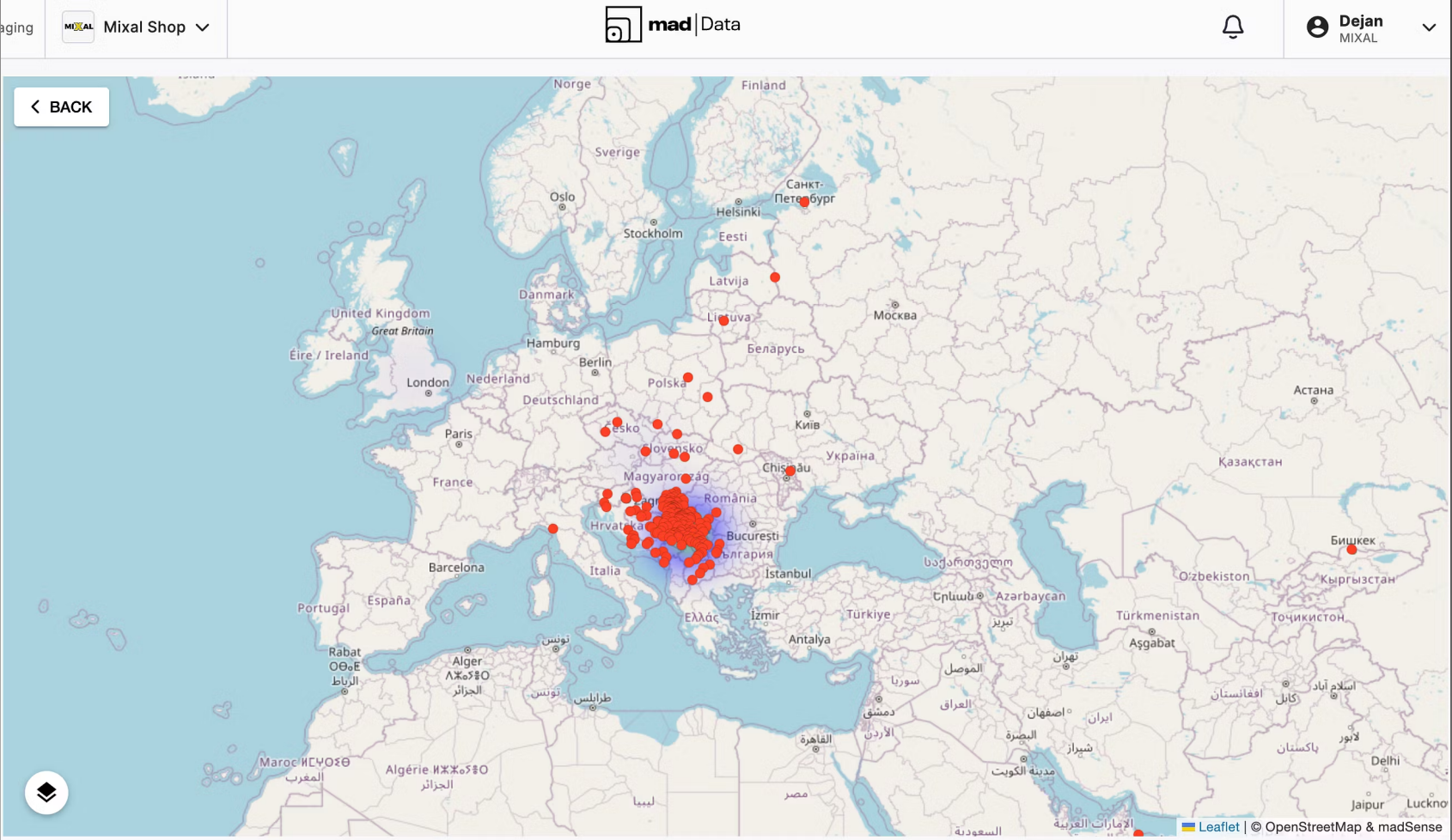
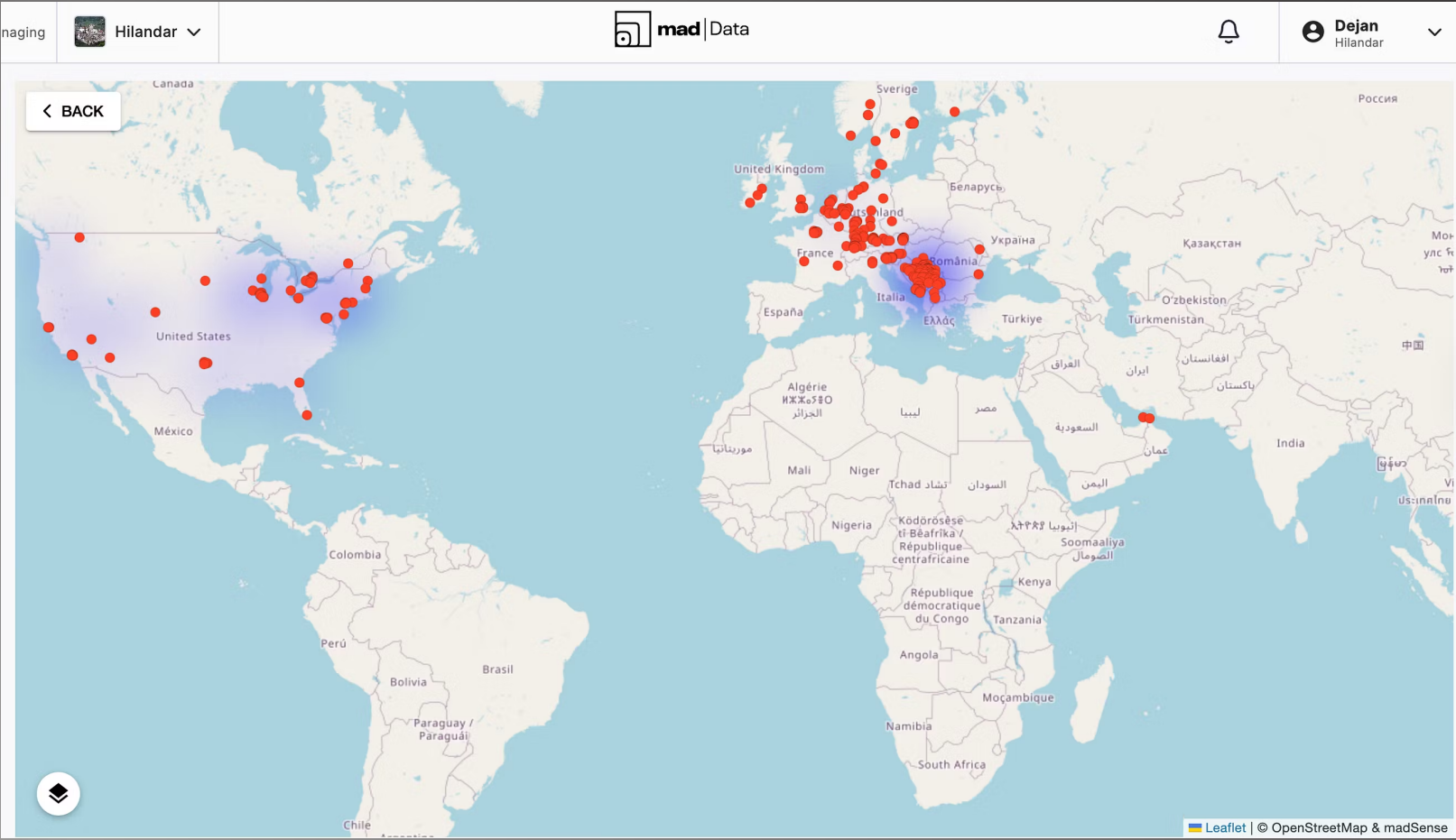
📈 CPM

\$11.02

UPGRADING HEAT MAP TO SUPPORT EUROPE

What we did:

Backend and frontend updates to support expanded geographic coverage, particularly focused on improving accuracy and functionality for European cities and zip codes across CRM data processing and reporting. Presented are the Hilandar and Mixel clients, with the results based in the USA and Europe.



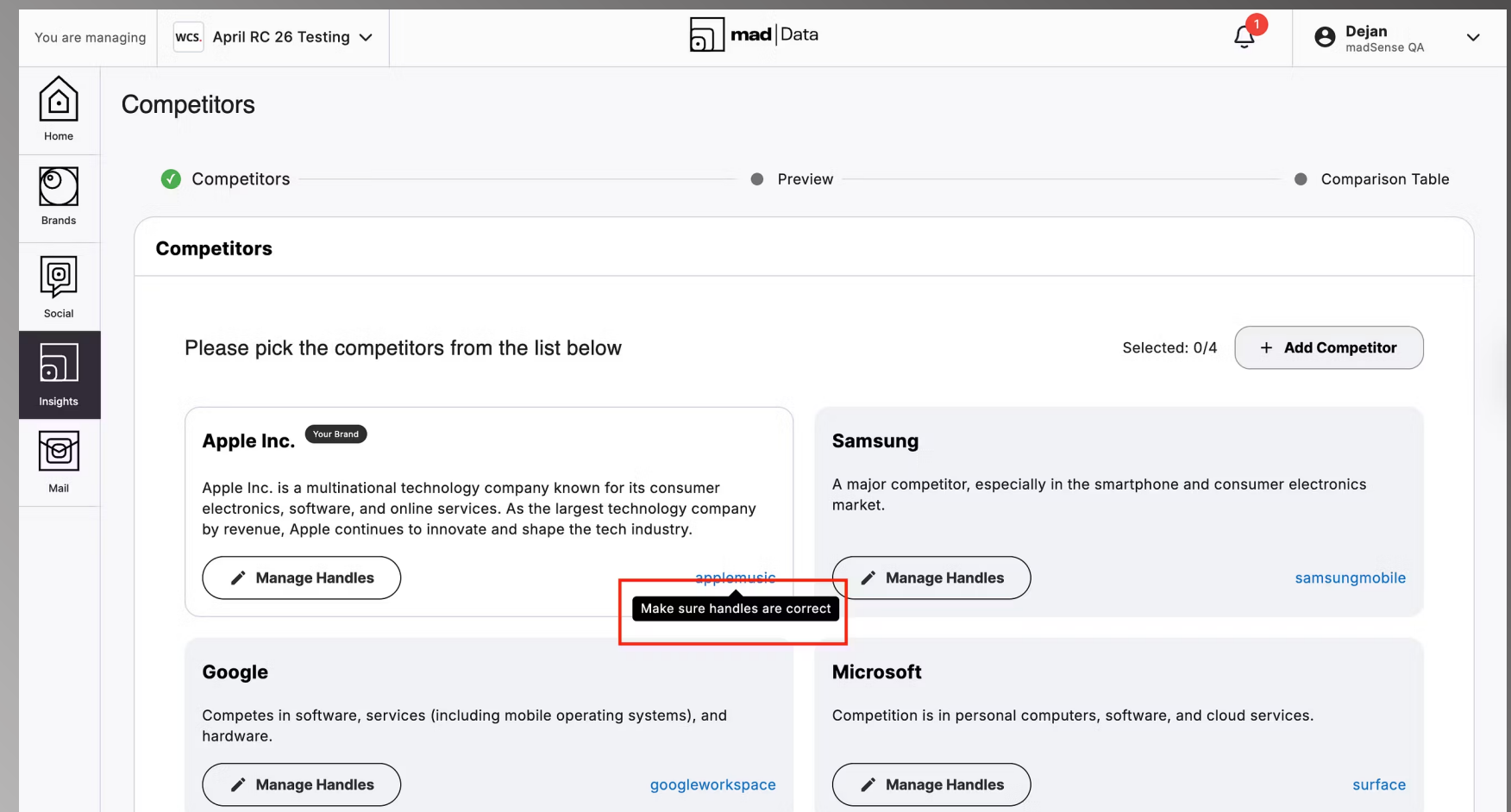
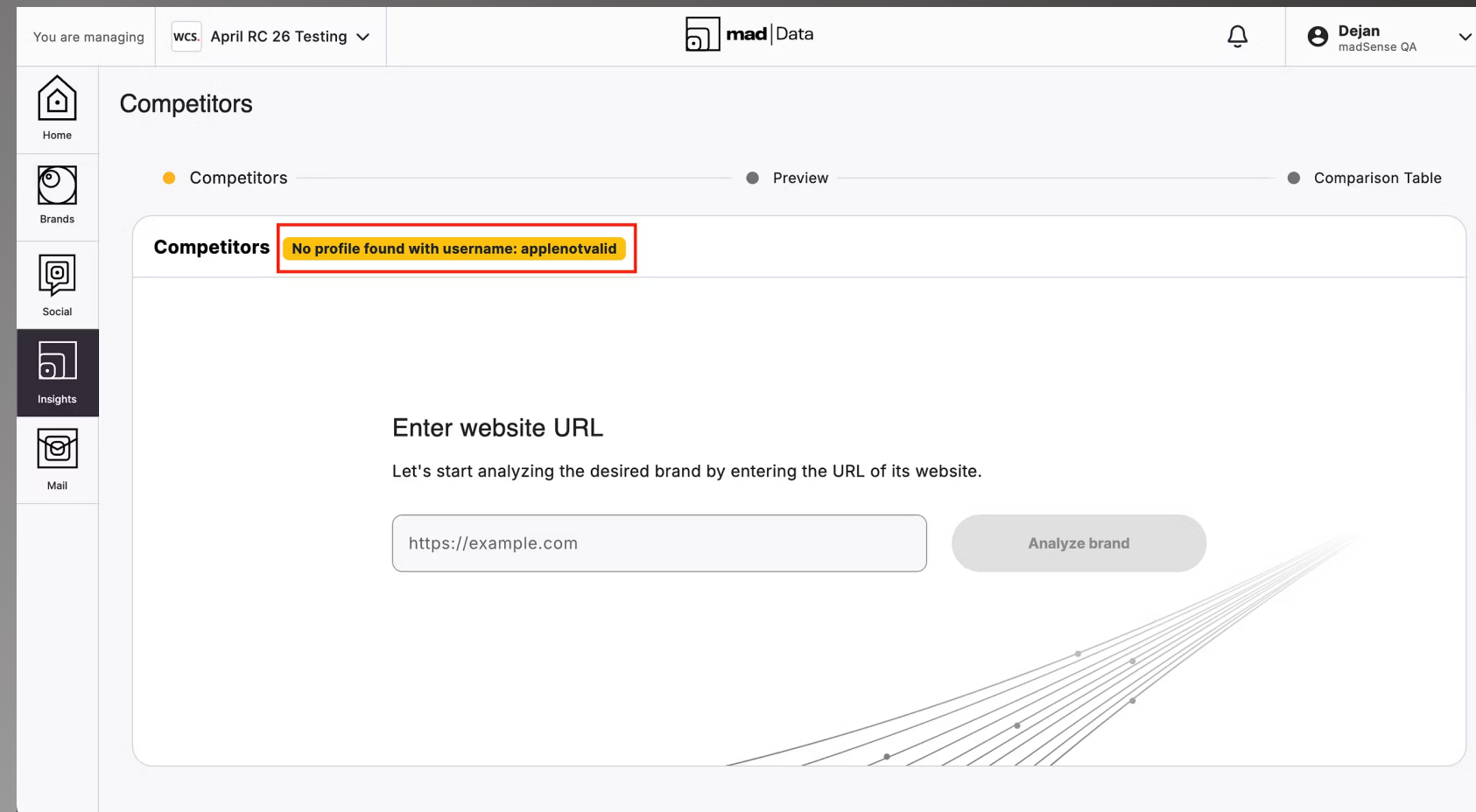
INSTAGRAM HANDLE VALIDATION IN COMPETITOR ANALYSIS

What we did:

Improved error handling during competitor analysis by introducing specific validation and user feedback when an invalid Instagram handle is selected.

Key Updates:

- When the agent detects a non-existent Instagram profile, a specific error is returned to the backend and passed to the frontend.
- The frontend now notifies the user that the selected Instagram handle is invalid.
- Users are redirected to the competitor selection step to correct the handle, instead of being shown a generic error or sent to the initial screen.



VARIOUS UX AND UI IMPROVEMENTS

What we did:

- **Brand Context Handling for Notifications**
 - Implemented automatic brand switching on navigation triggered by notifications
- **Page Title Tag Alignment**
 - "Insights" updated to "Data" to align with the broader madData naming convention.
 - "MadMail" was updated to "Mail" by removing the unnecessary prefix to match other sections.
 - "Social" was added to the relevant page title to reflect content accurately.
- **Removal of "Pause" Option from Organic Templates**
 - Removed the "Pause" option from all areas related to Organic Templates.

